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Sent: Sunday, 3 March 2013 1:38:06 PM

To: Corporate Email

Subject: Submission - Draft Community Strategic Plan 2013-2023 - advise when the community as a whole will have the opportunity to revisit the priorities & objectives to be set by the incoming Council to ensure they reflect the community's current needs & aspirati

Dear Sir,

Below is my submission to the Tweed Shire Council DRAFT Community Strategic Plan 2013/2023

Can you please advise when the community as a whole will have the opportunity to revisit the priorities and objectives to be set by the incoming Council to ensure they reflect the community's current needs and aspirations rather than those from 2004.

Given that the 'You told us', 'You said' statements in the CSP are ridiculously simplistic and need to be substantially expanded, can you explain what it is that the community actually wants in terms of the priorities and aspirations rather than what TSC wants to provide? What are the targets and measures TSC will utilise to assess the success or otherwise for these priorities and aspirations? What do the indicators on pages 12, 17, 21, 25 refer to? Are they targets or measures?

When you remove the repeated items in the four "You Said" statements, the input from the community in the CSP has been reduced down to about 100 words? Each of the 'You said' statements need to be considerably expanded to show what the community is actually saying and what the community wants the TSC to achieve in these dot points.

It is stated that to assess the implementation and effectiveness of Council's actions in achieving its long-term goals, each outgoing elected Council must prepare a report to the community detailing achievements over its four-year term. The Tweed CSP will be formally reviewed every four years by each newly elected council and the community will have the opportunity to revisit the priorities and objectives set by the incoming Council to ensure they reflect the community's current needs and aspirations. The last CSP End of Term Report shows copious outputs but doesn't relate these to outcomes or benefits to the community, or more importantly, the 'You told us', 'You said' statements. How do we know if the community's priorities and aspirations, or benefits for the community, have progressed?

The effect of all the inputs, processes and resultant outputs needs to be shown as outcomes or benefits for the community. What is the value in spending community contributions if there is no defined benefit for the community? The Act requires that councils must identify the effectiveness of the work they produce. Effectiveness doesn't mean that the project was implemented, but rather that it was of some defined benefit for the community as a result of project implementation. These desired benefits that are to be achieved, need to be first indicated by councillors when the term commences. The P&RM manual points this out:

Local Government Planning & Reporting Manual (P&RM);

The Local Government Act states that "the Delivery Program must include a method of assessment to determine the effectiveness of each activity detailed in the Delivery Program in achieving objectives. The methods will focus on both outputs (the things we did) and outcomes (the results of what we did – Did it work? Was it beneficial?)" p96 of P&RM, and p17 of Guidelines. Your documents don't show this detail required by the Act.

Can you please include the definition of 'OUTCOMES' and 'EFFECTIVENESS' in the Definitions/Term section on page 29.

Can you address the following;

Objectives - community aspirations to be delivered over the life of the Community Strategic Plan.

Community aspirations aren't 'delivered' as in delivering a project, but rather they are 'achieved' as the result of the successful delivery of appropriate projects. You can't 'deliver' a priority or an aspiration.

Action - activity resulting from an objective that flows into either the Delivery Program or Operational Plan for implementation.

Strategy - a plan of action intended to accomplish a specific goal.

Is an 'action' a strategy?

Where are the 'goals' in the CSP?

You should inform yourselves of an excellent CSP by having a good look at the CSP produced by Lismore Council. It is about the community, and doesn't have 'THEMES'.

Bob McDonald

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